Revised–Oct 2024

Arts, Audio Visual Technology, and Communication Career Cluster

The Arts, Audio Visual Technology, and Communication (AAVTC) career cluster focuses on designing, producing, exhibiting, performing, writing, and publishing multimedia content requiring creative aptitude, fluency in computer and technology applications, and proficiency in oral and written communication. This career cluster includes occupations ranging from camera operator, audio and video technician, director, and producer to graphic designer and web and digital interface designer.

Statewide Program of Study: Digital Communications

The Digital Communications program of study focuses on occupational and educational opportunities associated with the production of audio and visual media formats for various purposes, such as TV broadcasts, advertising, video production, or motion pictures. The program of study includes operating machines and equipment such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment to record sound and images.



THS Course Offerings for Digital Communications

Level 1 Freshman	• Digital Communications in the 21st Century Students will be expected to design and present an effective product based on well-researched issues in order to thoughtfully propose suggested solutions to authoritative stakeholders.
Level 2 Sophomore	• Audio/Video Production I Students will be expected to develop an understanding of the industry with a focus on pre-production, production, and post-production audio and video products.
Level 3 Junior	• Audio/Video Production II (2.0) Students will be expected to develop an advanced understanding of the industry with a focus on pre-production, production, and post-production products.
Level 4 Senior	• Practicum in Audio/Video Production (2.0) This course may be implemented in an advanced audio/video or audio format. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	• Shadow a sound designer to learn how sound and foley are created for movies or podcasts • Intern with a technical director at a sports team, recording studio, or radio station • Shadow a technician on a live news broadcast, concert, or other event
Expanded Learning Opportunities	• Participate in SkillsUSA or TSA • Participate in Student Television Network • Capture and edit film and audio for a podcast with a local community organization

Aligned Industry-Based Certifications

Adobe Certified Professional in Digital Video Using Adobe Premiere Pro

Example Postsecondary Opportunities

Apprenticeships
- Light Technician

Associate Degrees
- Commercial and Advertising Art
- Animation, Interactive Technology, Video Graphics, and Special Effects

Bachelor's Degrees
- Cinematography and Film/Video Production
- Recording Arts Technology

Master's, Doctoral, and Professional Degrees
- Animation, Interactive Technology, Video Graphics, and Special Effects
- Communications Technology

Additional Stackable IBCs/License
- CompTIA Digital Media and Entertainment Professional Certification (DMEP)

Example Aligned Occupations

Camera Operators, Television, Video, and Film
Median Wage: $48,422
Annual Openings: 155
10-Year Growth: 20%

Audio and Video Technicians
Median Wage: $46,319
Annual Openings: 626
10-Year Growth: 30%

Producers and Directors
Median Wage: $65,029
Annual Openings: 522
10-Year Growth: 12%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.

For more information visit:
https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources

Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry endorsement.

Texas Education Agency

Digital Communications